



DPC/G7.1

ACROSS GOVERNMENT POLICY

Guideline for creating video snapshots

Appendix C – additional guidance for filming people speaking

Scripted content

Depending on the purpose of your video, a scripted presentation to camera might be the best way to get your message across. This could be from subject matter experts or executives talking to camera to convey specific messages about the topic. As such, they can often be used as the introduction and closing section of a video.

When you are filming people with a pre-prepared script, ensure that the content is written in clear, simple sentence structures (dot points are useful) otherwise it is a lot easier for people to forget their lines and stumble over their words.

Ideally the content of the script will be created by the person who will be speaking, in consultation with you. For this reason, it is important that they are very clear on the context of their speech and how the video will be used.

Non-scripted interviews

In advance of the interview, provide a copy of your questions, along with context around the topic, the purpose of the video, and how it will be used.

When you meet to conduct the interview, it's strongly recommended that you start by first discussing the topic broadly with your interview subject to 'set the scene' and establish a level of familiarity and comfort between you.

Before you ask each question, we recommend that you have a broad discussion about the question topic first so that that subject has time to form a considered response.

When you start making your way through the interview questions, film each question independently – stopping and starting recording for each take.

Remind the subject to include the question in their response (see the suggested template below) and give them space to say it a number of times until they are happy.

Be very careful not to lead the subject in any way – the video needs to be an honest representation of their thoughts.

The following is a template of suggested interview questions. You'll see that they have been crafted in a manner that is open-ended to avoid yes/no answers.

Some examples of useful responses have also been included to demonstrate the importance of including the question in each answer.

Example interview template

Conducting the interview	
Interview question and discussion	How the subject might frame their response
<p>INTRODUCTION</p> <p>Today we're going to talk about...</p> <p>Our aim is to have conversations about...</p> <p>I will be asking you about...</p> <p>I request that you include the question in each answer, try to keep the answers 'tight' and avoid yes/no responses.</p>	
<p>ABOUT YOU</p> <p>Start off by telling us who you are and something interesting about <u>you</u>.</p>	<p>ABOUT ME</p> <p>My name is...</p> <p>I do/have done 'xyz'...</p>
<p>EXAMPLE QUESTION 1</p> <p>Tell me about how you first became involved in 'x' How did you feel at this time? Describe how these feelings have changed over time.</p>	<p>EXAMPLE RESPONSES</p> <p>I first became involved in 'x' when... I felt... I still feel... or my feelings changed when...</p>
<p>EXAMPLE QUESTION 2</p> <p>Think about significant challenges that comes to mind when I talk about 'x' and describe them for me. Tell me about how you would address challenges presented by 'x'.</p>	<p>EXAMPLE RESPONSES</p> <p>A significant challenge is... I would respond to the challenges to 'x' by...</p>
<p>EXAMPLE QUESTION 3</p> <p>Describe how you felt when 'xyz'. How did you learn more about 'xyz'. What do other people you know think about 'xyz'/has this changed over time?</p>	<p>EXAMPLE RESPONSES</p> <p>I felt... I learnt... Other people I know think that...</p>
<p>EXAMPLE QUESTION 4</p> <p>Describe a time when you were dissatisfied with 'x'. Describe a time when 'x' served you well.</p>	<p>EXAMPLE RESPONSES</p> <p>I felt dissatisfied with 'x' when... 'x' served me well when...</p>
<p>EXAMPLE QUESTION 5</p> <p>Reflect on 'xyz'. Describe what the future might look like for 'xyz'.</p>	<p>EXAMPLE RESPONSES</p> <p>The future of 'xyz' could be...</p>

Related documents

- [Video Snapshots Guideline](#)
- [Appendix A - Suggested Filming Equipment](#)
- [Appendix B – Video participation consent form](#)

Document Control

ID	DPC/G7.1
Version	2.3
Classification/DLM	PUBLIC-I1-A1
Compliance	Discretionary
Original authorisation date	July 2016
Last approval date	November 2017
Next review date	November 2019

Licence



With the exception of the Government of South Australia brand, logos and any images, this work is licensed under a [Creative Commons Attribution \(CC BY\) 4.0 Licence](#). To attribute this material, cite Department of the Premier and Cabinet, Government of South Australia, 2019.